Geoff Wind

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English 201

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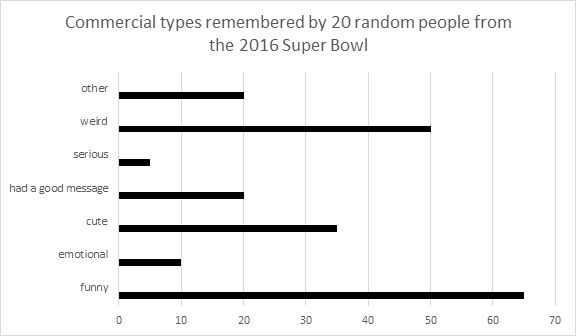
Commercial Advertisement Effects on Consumers During the Super Bowl

“The purpose of advertising is to convince customers that a company's services or products are the best, enhance the image of the company, point out and create a need for products or services, demonstrate new uses for established products, and to announce new products and programs.” Throughout the years many companies pay for advertisements to be shown through various forms of media, one of the most popular being the Super Bowl.  Companies advertised in the Super Bowl have to pay $4.5 million for just a 30 second advertisement. This investment is substantial for any business and presents a great risk to businesses: Will our advertisement make our money back? Will it be impressionable? Will people remember it? How do we want it to be remembered? Businesses would consider all these aspects when making an effective advertisement for a national sporting event. Ad companies need to consider the modern culture of today, in order to see what types of commercials will possibly leave an impression and how to represent their product well within their 30-second slot.

Super bowl advertisers in the past have tried to make their advertisements effective by appealing to the viewers’ emotions. This can be done in many ways. The most recognized way is through comedy. Most people associate Super Bowl commercials with a funny aspect because this is the common style of commercial during the Super Bowl. Another type of commercial commonly seen are cute commercials. We associate these cute commercials with good feeling, which leaves a good impression on the viewer about the advertised company. Other types of advertisement used during the Super Bowl are weird, serious, or contain a good message. These types of commercials are less likely to be seen but still appear during the Super Bowl. Serious commercials that just contain facts about companies are the least likely to be seen throughout the Super Bowl because these advertisements are not as effective. Some commercials try to make their advertisement weird so people remember their commercials. In this way the advertisement is memorable but not always effective in representing your product or company. Commercials that have a good message tend to evoke emotion as well which sticks with viewers. Advertisements that accomplish both of these tend to be effective because they are remembered and make people feel good. This makes people associate these good feelings with your business even without buying the product. Super Bowl commercials are very diverse and change every year but always fall within the few basic genres seen.

No matter what the goal of the commercial is, whether that be on the radio, various forms of social media, or televisions, they are all trying to get their product and name out into the world. The best place to do that currently is through national televised sporting events--the Super Bowl. The majority of articles we analyzed, discuss somewhat different themes on the Super Bowl, all relate to companies trying to make money. Forbes and Bloomberg Business both discuss the effects that the views of the commercial have and how it helps the companies due to the massive viewing audience. Apple, Coca-Cola, and Pepsi stocks always tend to shoot upward right around the time of this event, although this is not concrete evidence that views help these companies, there is a correlation between viewing and purchasing the product. This does however shed light onto the fact that advertising your products during this game proves effective.

We wanted to conduct surveys to see what kind of commercials people remember and why. This will help us to understand what kind of commercials people remember and which genre of commercial stick with people more. Also we wanted to see if there was a correlation between remembering the commercials and tendency to buy the products advertised. Doing this we can decide if there is a correlation between watching the advertisements and buying the product and also what genre of advertisement made people more likely to buy the product. We put out a six-question survey asking people what commercials they remember from the 2016 Super Bowl, why they remember it, and if they were likely to buy the product. Then those questions were asked about Super Bowl commercials in the past. We hope to see a common correlation between either a certain type of genre affecting sales or a certain commercial affecting sales. Also we can see if memorable commercials mean the person wanting to buy the product.

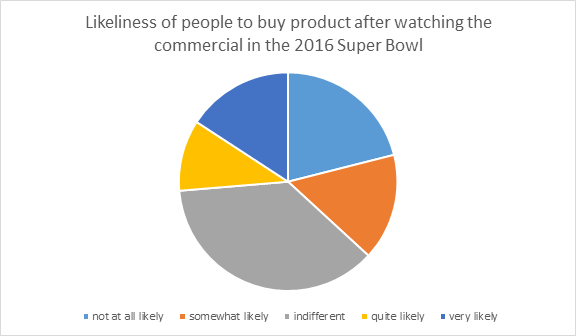


We found that this year people remember funny commercials the most followed by weird and cute ones and the other types of commercials were less remembered. The funny commercials people remembered include: Mountain Dew’s puppy-monkey-baby commercial with 11 people recalling, followed by Doritos’ Ultrasound commercial with 7 responses, and Hyundai and Chrysler accounting for one vote for funny each. Each vote for Mountain Dew was also marked as weird which adds to a different aspect from the normally comedy of most commercials in the Super Bowl. Because Mountain Dew chose to use this weird hybrid character to advertise their product people are more likely to remember the advertisement because they saw a weird hybrid of three things that are usually considered cute. This weird hybrid animal also has a very awkward encounter with the people in the commercial adding to the weird factor of this commercial.

Doritos chose to show the irresistibility of their product by showing a man in an ultrasound room with his wife eating Doritos. When the wife becomes frustrated and throws his Doritos across the room the baby, wanting the Doritos, the baby decides he is going to be born now. This commercial is funny because it shows the ridiculousness of how good they think their product is. They are showing that Doritos are so irresistible that a child would force his way out of his mother to get to the Doritos. Doritos chooses to make a funny commercial every year to try to make fans laugh because it works for them to have people want to buy their product.

Hyundai had the famous comedian Kevin Hart in their commercial showing off the car tracking system implemented in their new cars. They show this by Kevin Hart playing a dad whose daughter is going on a date. He gives the daughter’s boyfriend his car to drive and stalks them while they go on their date. This is funny because it shows the new technology being used in an unconventional way to follow his daughter.

These advertisements, although funny, leave people indifferent on whether they will buy the product or not after viewing.



The votes are very evenly spread between both extremes with indifferent having the most votes. Although these advertisements completed the first part of their jobs, being memorable, they did not correlate directly with tendency to buy the product. These advertisements were funny to watch but funny doesn’t directly make you want to buy a product. One response from our survey said the Doritos commercial was funny but made her uncomfortable as a woman. Causing discomfort for some is not going to make someone want to buy a product nor will making them laugh. People will buy the product because they want the product not because of a commercial. The Mountain Dew commercial made people uncomfortable as well with the weird little animal coming up and licking someone’s face and dancing away. This did directly make people want to go out and buy the product either. Although these commercial caught the attention of the viewers and showed off the product, it had no effect on the tendency of people to buy this product.

When people were surveyed about the past years of the Super Bowl the commercials that people remember the most are the cute and emotional ones, more specifically the Budweiser commercials. In past years Budweiser has used dogs and horses in their commercials and had an emotional message. 15 of the 20 responses we had mention Budweiser commercials specifically the ones with dogs and horses. These animals are generally adored by the audience or viewers and Budweiser tends to tie in a meaningful message that sticks with viewers. Having a commercial that viewers remember for multiple years is impressive because most people tend to forget the commercials within a few months. These types of commercials are effective because even if the person does not enjoy beer they will enjoy the commercials and have positive outlook on the company. Having effective commercials like Budweiser will help the viewing of your business even if the product is not enjoyed by all.

“There is no advertisement as powerful as a positive reputation traveling fast.” In a business advertising can only accomplish so much. Although most products advertised in the Super Bowl are already well known they continue to spend millions of dollars for their time on the air. Although this doesn’t seem to be effective in the eyes of the viewers there is always a slight spike in sales around this time. Knowing this the companies continue to spend money on these commercials for the viewers. There is a possible subliminal effect on viewers that they are unaware of. Most responses in the survey were indifferent or unlikely to buy the product yet there still is a significant increase in sales after their viewing. Having a good reputation for your business is also a great way to advertise. The consistency of the product from many companies including Doritos, Mountain Dew, and Budweiser is the key to having a great business. If someone tries their product once generally they don't change their opinion of the product, they either enjoy it or they don’t, so if someone is going to buy their product most likely they buy the product because they like it not because they saw a funny commercial about it. In this way the advertisements are reinforcing the positive feelings about the products enjoyed and subliminally make viewers want that product again. Although most people think they are unaffected by the commercials in term of buying the product there is a definite spike in sales leading sales companies to continue to advertise their product during this major sporting event.

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